MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

SUPPLEMENTARY EXAMINATION

TRIMESTER 1, 2015/2016

PMA 0013 – MEDIA APPRECIATION

(All sections / Groups)

19 NOV 2015
2.30 PM – 4.30 PM
(2 HOURS)

INSTRUCTION TO STUDENTS

1. This question paper consists of three pages including this page, with **EIGHT** short-essay questions only.
2. Answer only **FOUR** questions. Each question worth 10 marks.
3. Please print all your answers **CLEARLY** in the Answer Booklet provided.
4. Please make sure you **PRINT** your ID number on the Answer Booklet **CLEARLY** before submitting it.

Short Essay Questions
Answer only FOUR of EIGHT questions.
Each question worth 10 marks.

1. How would you describe **cultural products** from **mundane** or **routine products** that are used to fulfill our domestic or everyday needs?

2. Explain what is to be done at the **Description** and **Interpretation** stages in the common ways of appreciating a media form.

3. Discuss the three common **characteristics** or **behaviors** of media as an equipment or medium to mediate information.

4. Define what are **Paradigm** and **Paradigm Shift** AND why is it important to shift paradigms.

5. Explain the **media concepts** of **SIGN, SYMBOL, CODE, TEXT** and **CONTEXT**, and illustrate their relationship in a progressive mind-map or a diagram.

6. **Social Networks** and **Multidimensional Self Expression** are two concepts that emerged from the Internet. Define and explain these two concepts with relevant examples.

7. There are at least **three** ways how we can describe the **relationship of representation** between works of art like painting, drawing, sculpture or animation to the physical world. Name the three ways and explain each of them.

Continued..

8. Below illustrated is a life-like and life-size sculpture, representing a couple after their shopping. Make an **interpretation** of the sculpture based on the given description and its appearance.

Artist: Duane Hanson
Title: Couple with Shopping Bags
Medium: Oil Paint on Polyvinyl / Polychrome
Size: Life size
Year: 1976

End of Page.